

### **Creative Producer Enchanted Parks – Brief**

The purpose of this contract is to appoint a Creative Producer to manage the delivery of the creative content for Enchanted Parks in December 2017

### **Background**

Enchanted Parks is an after dark arts event where public are invited to explore Saltwell Park, Gateshead through a trail of specially commissioned, temporary art installations in the month of December. (see [www.enchantedparks.com](http://www.enchantedparks.com) for more information).

Saltwell Park is a gated Victorian park in Gateshead, known locally as “the people’s park”. It was recently restored to a high standard winning many awards over the last few years including HLF and Green Flag and has been voted Britain’s Best Park.

Enchanted Parks has built audiences year on year, demonstrating that there is strong appetite from audiences for a more creative less commercial art event in an outdoor location during the winter months.

Enchanted Parks has become a significant arts event in the North East’s cultural calendar for both audience and artists. Younger artists and graduates have seen the event as an opportunity for professional development and a potential reason for graduate retention in our region. In 2016 the event, which ran for six consecutive nights, attracted a capacity audience of over 27,000.

In December 2017 Saltwell Park will, once again, be transformed into a unique outdoor after-dark arts experience, presenting high quality and newly commissioned installations in the fields of performance, light, digital and visual arts.

We currently envisage the event to run over six consecutive nights (Tuesday 5<sup>th</sup> Dec – Sunday 10<sup>th</sup> Dec) and we aim to attract an audience of up to 30,000 people from NewcastleGateshead, the wider North East region and the rest of the UK.

Enchanted Parks is also part of the network of outdoor light festivals across the North of England known as the Light up the North Network (LUTN).

At its heart, Enchanted Parks focuses on the creation of a high quality immersive and creative experience for a large public audience. It provides an unusual and unique artistic interaction for audiences in a creative and physically accessible

location. Saltwell Park was first used as part of the Winter Festival programme in 2006 by NewcastleGateshead Initiative and Gateshead Council.

### **Changes for 2017**

For Enchanted Parks 2017 we have engaged a theatrical writer (Susan Mullholland) who will conceive and develop the theme, narrative and story for this year's event.

The role of the writer is to create a theatrical narrative for Enchanted Parks 2017 for artists to respond to when developing their ideas and for audience members to engage with and experience at the event. The writer will work closely with the commissioners and Creative Producer to ensure the idea works for the event and will be part of the commissioning panel selecting artists work. The writer will work with the Creative Producer as the route is developed to ensure that the artwork flows and the narrative structure remains once work is installed helping to create an immersive experience for audiences.

Also new for 2017, we will be working with Media Works to develop an App for the event which will act as a digital platform to share additional creative and narrative content – and allow for hidden content to be unlocked when audiences are in the park. This platform will be tested in 2017 with aspirations of further development in future years.

### **Creative Producer Role**

The specific tasks of the Creative Producer may vary dependant on particular areas of expertise, we have set out below some of the key tasks:

- Working closely with the Enchanted Parks Writer to help the event realise the theatrical narrative that the artworks will form part of;
- Using knowledge of practising artists to solicit appropriate proposals.
- Selecting work using a curatorial overview rather than just based on the merits of the individual piece;
- Working with artists to adapt their individual ideas so that the whole is more coherent.
- Supporting the development of the assistant producer (TBA), to enable them to build their skills to become the next generation of outdoor Creative producers.
- Taking a curatorial approach to the planning of the route and the placing of the artworks with the audience experience at the forefront.

- Advising on possible collaborators and brokering relationships between commissioned artists and also other external partners.
- Working closely and supportively with commissioned artists and the Production Manager to ensure the best chance of delivering a high-quality piece.
- Working with artists on their budget before it is finalised; being present at site visits, talking through options / solutions for technical delivery.

**The appointed Creative Producer will be expected to:**

- Work closely with Senior Festivals and Events Manager, Vikki Leaney, NewcastleGateshead Initiative's Culture Team and Marketing and PR Teams, Gateshead Council Culture Team and the Production Manager and Safety and Operations manager to successfully deliver the event.
- Report regularly to the Commissioning group made up of representatives of Gateshead Council and NewcastleGateshead Initiative's Culture Team.
- Be conversant with the range of creative and technical processes and requirements that are likely to be necessary to achieve successful delivery.
- Work in partnership with the Assistant Producer, Production Manager and Health and safety Manager to commission or secure the services of all safety and logistical providers and wherever possible ensure that local organisations and individuals are engaged in the delivery of this work.

**Pre-Event Timeline**

The appointed Creative Producer will be expected to undertake the following roles and responsibilities:

**Phase One**

- Work with the EP Writer on the creative overview for Enchanted Parks 2017 including suggesting potential artists / arts organisations that might be approached to produce commissions.
- Produce options for a route that the commissions will be placed (working with the EP Writer to ensure the narrative and story work with the positioning of the artworks).

- Support artists whose commissions include work with community groups to ensure that these opportunities are maximised (working with Gateshead Culture Team).
- Provide guidance on our approach with Universities and FE colleges to incorporate opportunities for under and post graduate students studying at these institutions (working with Gateshead Culture Team).

### **Phase Two**

- Deliver a project overview and ensure that the Production Manager takes the lead on the necessary event logistics to ensure the event is visually stunning, run safely and is open to the public on time.
- Take responsibility for the overall management of the commissions Budget (working closely with the commissioners and the Production Manager on the event production budget) providing detailed financial updates to Senior Festivals and Events Manager on a regular basis.
- Adhere to marketing deadlines to ensure that the event is promoted effectively.

### **During the Event**

- Ensure that the highest possible production values are achieved, making the experience as magical as possible for the audience, from beginning to end.
- Deal with unexpected and unforeseen issues or problems.
- Provide onsite management each evening.

### **Post Event**

- Provide the necessary evaluation and post event reporting for NewcastleGateshead Initiative and Gateshead Council including feedback from commissioned artists and details of any future commission opportunities.
- Provide final budgets.

### **Creative Producer Specifications**

- Excellent knowledge and understanding of commissioning of outdoor work across a broad range of art forms.

- Proven track record of planning, managing and producing complex high quality artistic outdoor events for a large public audience.
- Experience of working with multiple organisations within tight deadlines.
- An understanding of UK health and safety regulations.
- Experience of working with licensing, building control, fire officers and the police regarding public performances or installations.
- Line management experience, and a basic understanding of technical requirements necessary for the successful delivery of an event of this scale.
- Solid financial management skills, including evidence of experience of developing and managing budgets and financial reporting.
  - Good working knowledge of the North East region and the partner organisations involved in this project.
- Excellent spoken communication skills and ability to respond flexibly to the needs of a wide range of staff, as well as to convey project information clearly to non-specialists.
- Strong organisational and timekeeping skills.
- Ability to prioritise workload and respond to changing circumstances.
- Ability to work on own initiative and also as part of a team.
- Experience of working with project assistants and volunteers.
- Awareness of equality and diversity issues and legislation.

## **Fee**

We would expect this project to be delivered within the fee of **£12,000**.

A payment schedule will be agreed once appointed. This project is dependent on a Grants for the Arts application – the outcome is expected to be known in the summer.

## **Application process**

Applicants are requested to provide a written proposal (2 sides maximum) which should include:

- Details of how the applicant meets the person specification for the role including details of background and experience.
- An outline of the proposed approach to the project and the methodology to be used, including key areas of expertise
- An outline timetable and breakdown of the number of days to be spent on the project, detailing fees and associated costs.

A CV (2 sides maximum) should also be provided.

The contract will be awarded taking account of the following factors:

- Quality of the response to roles and responsibilities outline
  - Demonstration of experience relating to the specification
  - Value for money, based on the contractor's proposal
- **Deadline for applications is midday on Tuesday 30<sup>th</sup> May**
- **Shortlisted candidates will be notified by Friday 2<sup>nd</sup> June**
- **Provisional Interview date: Interviews will take place on Thursday 8<sup>th</sup> June (interviews could be conducted via Skype for out of region applicants)**

Proposals should be submitted via email to [Ryan.Watson@ngi.org.uk](mailto:Ryan.Watson@ngi.org.uk) Any queries regarding this contract should be directed to [Vikki.Leaney@ngi.org.uk](mailto:Vikki.Leaney@ngi.org.uk) or by phone ring Vikki Leaney 0191 440 5747.